

# "HUSH" SIGN PROGRAM.

## EXHIBIT "B" MASTER SIGN PROGRAM 1354, 1356, 1358 N. MAIN STREET, WALNUT CREEK, CA 94596

The purpose of these written sign criteria is to provide the guidelines necessary to achieve a visually balanced and appealing signage environment. Exhibit "A" shows the placement of lighting fixtures on the Main Street façade.

Enforcement of these Sign Criteria shall be rigorously enforced and any non-conforming signs shall be removed by Tenant or its sign contractor at Tenant's expense upon demand by Owner.

Proposals to these standards shall be reviewed by Owner. However, based upon our field experience, such proposals will generally result in serious inequities between Tenants. Accordingly, Owner and all applicable governmental agencies will retain full rights of approval of any sign used on the building.

### General Tenant Requirements

Tenant shall submit to Owner for written approval, four (4) copies of the detailed shop drawings of Tenant's proposed sign indicating conformance with the Sign Criteria herein outlined. The drawings must include the building elevation to which the sign is attached.

Tenant shall pay for all signs, their installation (including final connection, transformers, and all other labor and materials) and maintenance.

Tenant or its sign contractor shall obtain all necessary permits.

Tenant shall be responsible for the fulfillment of all requirements of this Sign Criteria. Any sign installed that is not in conformance with this Sign Criteria or the requirements of all applicable governmental agencies shall be removed at Tenant's expense.

Owner shall provide primary electrical service from tenant's breaker box. It is the responsibility of Tenant's sign company to verify all conduit and transformer locations and service prior to fabrication.

Tenant's signs must be similar to existing signs on the building.

All signs and their installation must comply with all local building and sign codes.

All penetrations of the building structure required for sign installation shall be sealed in a watertight condition and shall be patched to match adjacent finish.

### Fascia Sign Placement and Area

All lettering shall be contained within a slot 18 inches deep centered on the fascia above the window for each of the three tenants (leaving 5 inches clear above and below the sign area).

Font types and size are not specified but should substantially fill the sign area.

Fascia signs shall be placed between the light fixtures and at least 18 inches from the light fixtures.

**Non-Illuminated Letters**

Letters are formed plastic, mounted one inch from Building using studs. Formed plastic letters are made from cellulose acetate butyrate using an extrusion process.

All letters used for this project are round-faced, flat finish, black in color.

**Blade Signs**

The sign face shall be 2.0' wide and 1.5' high and shall be constructed of 1/4" aluminum. A total of 4 blade signs shall be allowed. Blade sign background shall be black.

**Windows**

Anything painted on or attached to the windows or the Premises must be approved by Landlord in writing. If approved, Tenant shall be responsible for removal of anything applied, attached or afixed to the window. Any damage to the glass or metal framework shall be Tenant's responsibility to repair at its cost. A drawing of the proposed sign or attachment must be presented by Tenant for Landlord's review and approval. Tenant is aware that City approval may also be required.

**Lighting**

Sign lighting shall be small, goose-neck fixtures, finished in black, as shown in Exhibit C, or similar fixture.

# FORMED PLASTIC

letters and logos

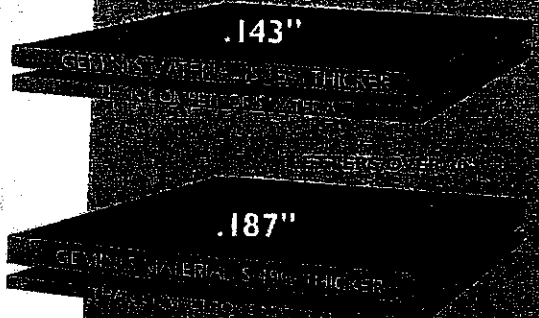


FORMED PLASTIC

1-800-LETTERS

(1-800-538-8377)

*Formed plastic letters and logos are available in many colors and finishes. We can also provide custom lettering and logos for your business. Call today for a free catalog and price list.*



STANDARD CAB COLORS (for Matte Finish add 15%)

Color	Code
Opaque White	5687
Dark Grey	5411
Black	2005
Charcoal	2116
Lemon Yellow	2087
Yellow	2000
Aluminum	2116
Red Dressing	1153
Blue	2100
Blue-Grey	2101
Green	2091
Orange	2101
Pink	2087
Dark Blue	2101
Dark Green	2101
Dark Grey	2101
Dark Blue	2101



Custom logo with Copperplate over



Gemco™ over Helvetica I



Custom logo and letters over Tir

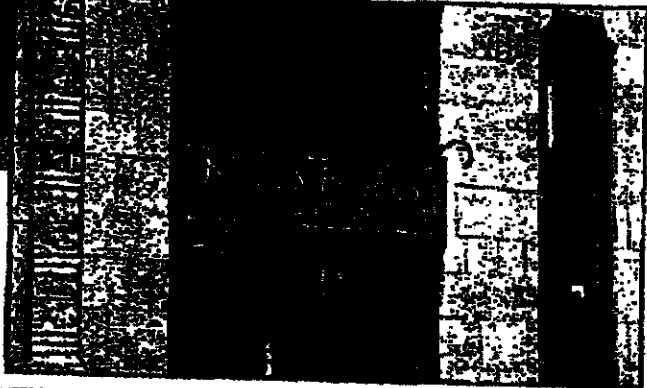
**C**  
Your own  
as Gemco  
charge of  
letters and  
prismatic f  
letter  
necessa

U.S.  
U.S.  
Canada  
Canada  
International  
International  
W  
(  
add 30%

EXHIBIT "C"

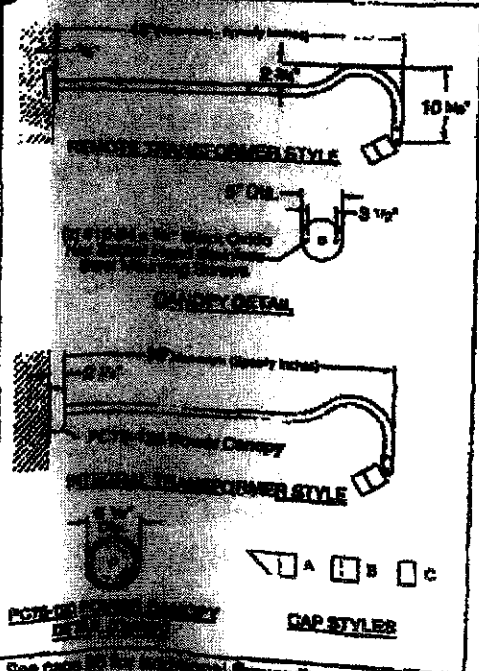


The Sign Star may also be used as a wall-washing element giving definitive relief to textured building materials. The Sign Star can be mounted in an up or downlight position. It is available in three cutoff styles to meet various lighting requirements.



Features

- Available in three cutoff styles
- Available in three transformer sizes (10, 25 or 75VA)
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**CATALOG NUMBER LOGIC**

Example: SN - 9 - WHW - 9 - 11 - B - 30" - A - PC75-120

Series: SN

Lamp Type: 9

Finish: WHW

Shielding: 9

Cap Style: 11

Projection From Wall: B

Cap Style: A

Options: PC75-120

Finish	Power	Color	Baffle	Shielding	Cap Style	Projection	Options		
0 - By others	16 - EYS(42W)	25° N. Flood	17 - EYP(42W)	40° Flood	6 - EKT(25W)	12° Spot	7 - EKZ(50W)	26° N. Flood	
1 - EBX(20W)	12° Spot	2 - BABS(20W)	40° Flood	3 - FRB(20W)	12° Spot	4 - FRB(25W)	23° N. Flood	5 - FRB(25W)	40° Flood
15 - EYR(42W)	12° Spot	16 - EYS(42W)	25° N. Flood	17 - EYP(42W)	40° Flood	6 - EKT(25W)	12° Spot	7 - EKZ(50W)	26° N. Flood
8 - EDR(50W)	40° Flood	9 - FNV(25W)	50° W. Flood						

Power	Color	Baffle	Shielding	Cap Style	Projection	Options
10	25°	SLP	SLW			
25	SLP	SLW				
75	SLP	SLW				
VER						

Lens Type: 9 - Clear (Standard), 10 - Spread, 12 - Soft Focus, 15 - Rectilinear

Shielding: 11 - Honeycomb Baffle

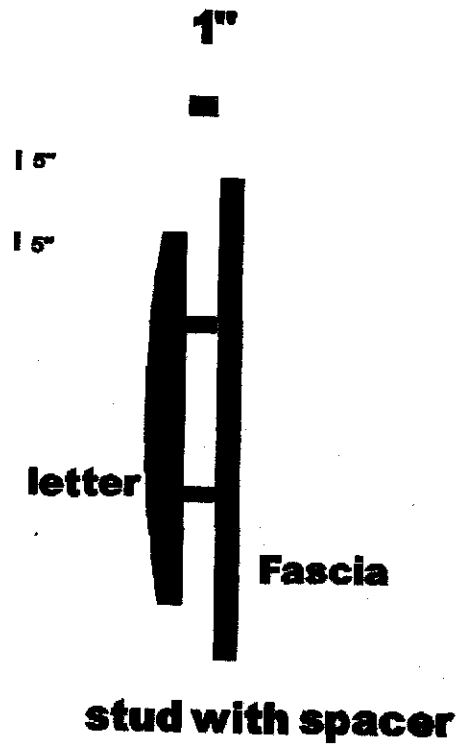
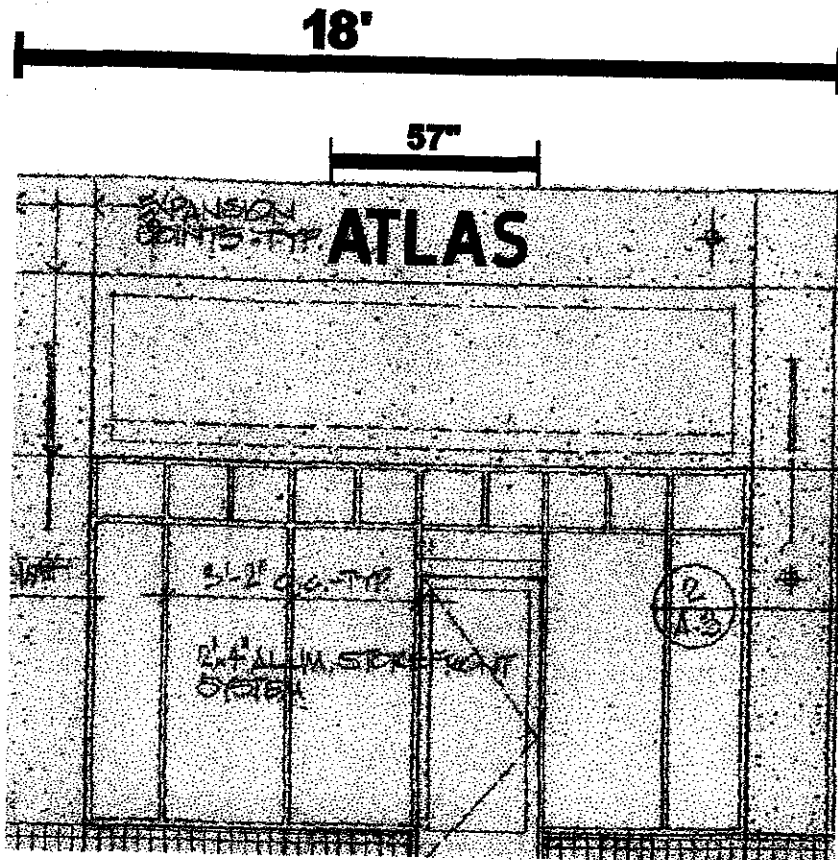
Cap Style: A - 45°, B - 90°, C - Flush

Projection From Wall (Specify inches): 15", 24", 30", 36" or 48" (not available with PC75-120 option)

Cap Style: A - 90° Radius

Options: PC75-120 - Power Canopy™ with 75VA Transformer

See page 97 for additional Power Canopy™ details.



**15" letters centered in  
26" fascia**

**1/4" = 1'**

**Font - Standard Block Roundface**

**Manufacturer - Gemini**

**Sign sq. footage 5.94**

**Stud Mounted - 1" spacers**

**side view**

CITY OF WALNUT CREEK  
COMMUNITY DEVELOPMENT DEPARTMENT

**SIGN APPROVED**  
AS CORRECTED

PLANNING: \_\_\_\_\_  
Zoning: *PK* Date: *12/4/02*

Design Review: \_\_\_\_\_ Date: \_\_\_\_\_  
PER CONDITIONS OF: STAFF  DRG RESO. No. \_\_\_\_\_

CODE ENFORCEMENT: \_\_\_\_\_  
Inspector: \_\_\_\_\_ Date: \_\_\_\_\_

PERMIT No. *SR 0278*

FILE: \\Server2\jobs12\jobs continued\13067.sci		DATE: Thursday, November 14, 2002
CUSTOMER:	DESIGNER:	
COMMENTS:		

*M.C.*

# Sign\*A\*Rama, USA

C/O Jay @ ATLAS 938-8058 F

## QUOTATION FORM

DATE 12/09/02

TO Young - 1358 North Main St  
Cafe Heavenly



### SIGN\*A\*RAMA

939-8218

FAX rit working

PHYLLIS F. ZAMBRANO CALVILLO  
Sales and Marketing Representative

WE ARE PLEASED TO QUOTE AS FOLLOWS  
F O B

1190 BURNETT AVE., SUITE E  
CONCORD, CA 94520

925-602-1937  
FAX 925-602-1961  
www.sign-a-rama.com  
EMAIL signaramac@aol.com  
"Independently Owned & Operated"

QUANTITY	DESCRIPTION	PRICE	AMOUNT
	Outside Building Signage: → Cafe Heavenly ← TEXT		
	13" Upper Case, 10" Lower Case	\$ 528	
#	2025 Std Block Round Face, Formed Plastic	43.56 (TAX .082)	
	3" Studs w/ 1" spacers / pad mounts	\$ 571.56	
	In addition		
	Installation: Is a separate cost from letters / signage.	\$ 600.00	
	Customer responsible for pulling permit, obtain permit and permit cost. When customer obtain city approval - then we will order letters.	\$ 1,171.56	

Thank you in advance - Phyllis

If you wish to proceed in ordering, please indicate your approval by signing & returning one (1) copy of this quotation along with a deposit of 50% \_\_\_\_\_

ABOVE PRICES GOOD FOR \_\_\_\_\_ DAYS

Approved: \_\_\_\_\_  
Date: \_\_\_\_\_

SIGNATURE \_\_\_\_\_

12 CHAIRS

WROUGHT-IRON  
ESPLANADE  
SEE DETAILS

WROUGHT-IRON  
SEE DETAILS

REMOVE EXISTING & RE-INSTALL  
NEW CONCRETE CURBS &  
EXISTING TRAILS (2) CURBS  
WALL BE FILLED W/STRAINED SAND  
W/ 2" DEPTH EQUAL TO BOTTOM  
NEW SUB GRADE  
NEW FLOWERS - SEE ALSO  
ET/MS-2-047-A-9

E. STREET  
LAMP

E. TRAIL  
TRAIL

E. SIDEWALK

3  
A.2

SITE PLAN

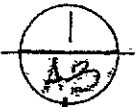
Issue with City of Walnut Creek  
in suspension and approval of the  
relevant Department. All revisions  
here.

Copyright 2002  
Frank Rupert Bryant  
Architect

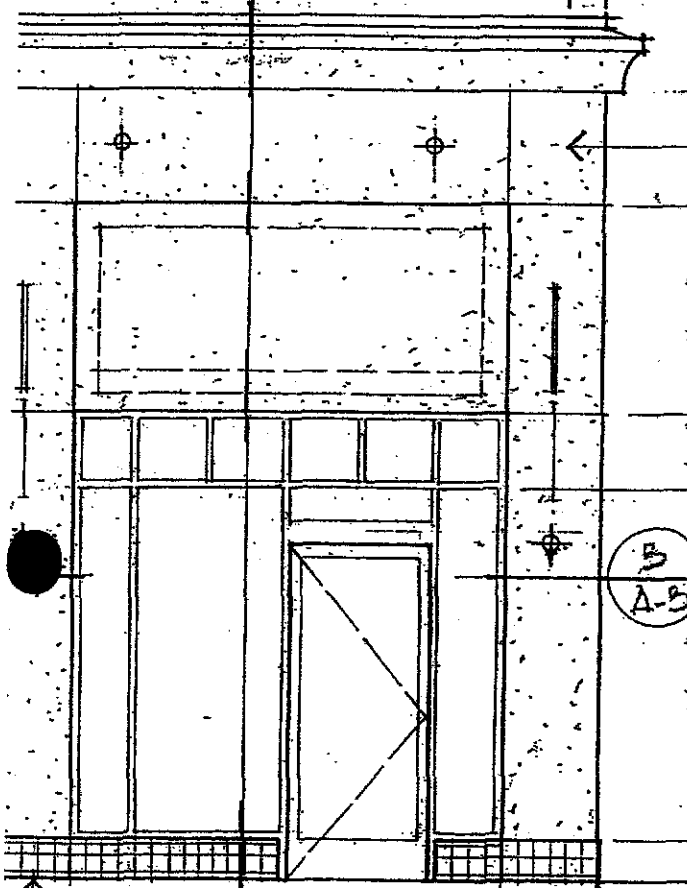
FRANK RUPERT BRYANT  
ARCHITECT

All drawings and written material  
appearing herein constitute the  
original and unpublished work of  
the Architect and may not be  
copied or used without the written  
consent of the Architect

351 SHADY GLEN ROAD  
WALNUT CREEK, CALIFORNIA 94596  
PHONE: 925.945.6538 FAX: 925.945.6646



LOW VOLTAGE LIGHT  
FIXTURE FOR SURFACE SIGNAGE  
ILLUMINATION TYP. OF CO.



CEM. STUCCO

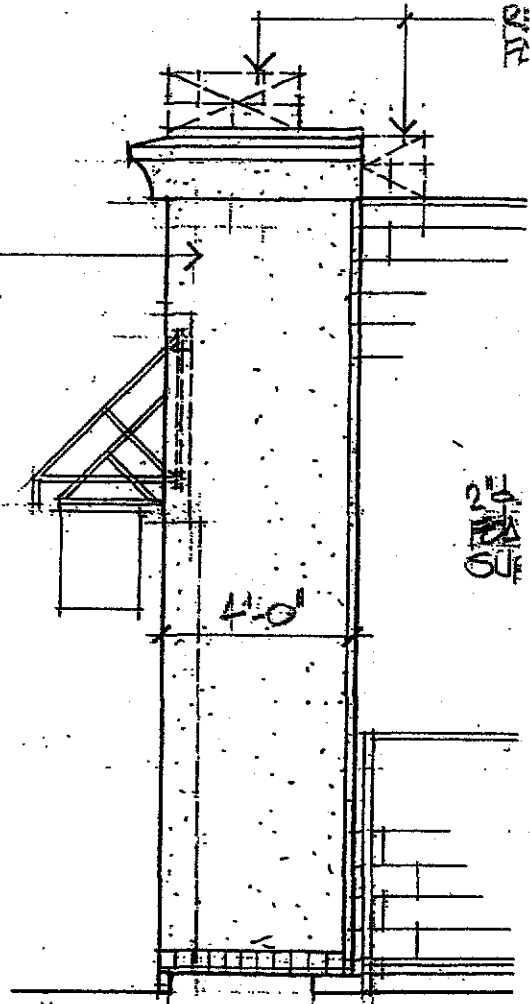
4'-6"

1'-6"



7'-6"

VARIES WITH  
SLOPE OF SIDEWALK



2'-4"  
2'-0"  
5'-0"

4'-0"

CERAMIC TILE BASE

SCALE 1/4" = 1'-0"

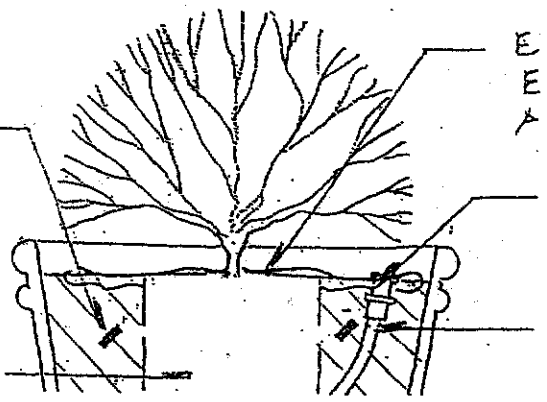
2 EXTERIOR  
A-2 SOUTH

12'-0"

POT BACKFILL  
AND TABLETS  
PER NOTES

±0.58'(E)

PLANT ROOTBALL



E  
E  
A





FILE: \\Server2\CPaul\Temporary\Atlas, hush, heavenly.sci		DATE: Wednesday, November 06, 2002
CUSTOMER:	DESIGNER:	
COMMENTS:		



